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# Gloeckner

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## PREVIEW OF NEW CHRYSANTHEMUMS

HERE are the new mums to be introduced for the coming season. We take pleasure in presenting them to you. They will be included in your 1954

**YEAR-AROUND CHRYSANTHEMUM MANUAL** which will be mailed soon, but we want you to know about them right away. In planning crops with your 1953 Manual, don't overlook some of these new introductions. Should you have questions concerning these new varieties or on any phase of crop production, let us know and we will gladly give what help you need.

### NEW POMPONS, SINGLES, DECORATIVES, ANEMONES

	Price Per 50 Cuttings		Price Per 50 Cuttings
<b>• WHITE</b>			
<b>MARSHMALLOW</b> — Heavily petalled pure white SINGLE. Improves the growth and durability of Chris. Columbus. Recommended for gardens and Mother's Day pots. Dwarf, compact plant. Oct. 5.	\$5.00	<b>WHITE ENCHANTRESS</b> — Large white sport of Enchantress. Dec. 5.	5.00
<b>SILVERTONE</b> — Intermediate white SINGLE. Similar in habit to Reward and Buckskin. August and September cloth house and May through October in greenhouse. Oct. 24.	5.00	<b>ILLINI STARLET</b> — Intermediate white ANEMONE. Improves Garza in form, growth and color clarity, with good production and freer growth. Believed able to replace Garza. Dec. 10.	5.00
<b>SILVER CLOUD</b> — Intermediate white SINGLE. Heavily petalled. Better form than Halo. Good producer. Recommended April through October. Restricted to greenhouse. Nov. 1.	5.00	<b>TRENTON</b> — White POMPON. Good form, substance and production. Important for natural flowering. Dec. 15.	5.00
<b>FREEDOM</b> — Intermediate pure white SINGLE. Outstanding spray formation and flower substance. Clean, vigorous growth. August and September cloth house, and May through November in greenhouse. Excellent shipper and keeper. Nov. 5.	5.00	<b>TALMEDA</b> — Intermediate white POMPON. Improves Revelation. Good form and substance. Jan. 5.	5.00
<b>WHITETOP</b> — Intermediate pure white DECORATIVE. Vigorous growth. Recommended April through November in greenhouse, August through October in cloth house. Good medium-sized disbud for pots. Fills need for a pure white greenhouse pompon in spring. Nov. 5.	5.00	<b>LEE POWELL</b> — Large showy golden-yellow DECORATIVE. Vigorous plant. Fine for disbudding. Outstanding garden variety. Promising for outdoor cut and spring pot plants. Oct. 10.	4.50
<b>PACESETTER</b> — Intermediate pure white SINGLE. Good form, petallage and substance. Excellent shipper. Growth short and strong. Excellent spring, summer and fall. Fine pot plant disbud. Nov. 10.	5.00	<b>ARLORA</b> — Intermediate DECORATIVE. Large, soft yellow, closely incurved flower. Good substance. Should prove good spring and fall pot plant. Oct. 15.	5.00
		<b>CREAMPUFF</b> — Intermediate cream-white SINGLE. Strong fast growth, very heavy production. New color for April through June. Excellent in late September and October cloth house. Oct. 20.	5.00

**FOR QUANTITY PRICES  
SEE TABLE PAGE 4**

**Gloeckner**  
3rd C.  
Company  
Incorporated

**15 EAST TWENTY-SIXTH STREET  
NEW YORK 10, NEW YORK**

**BULBS  
SEEDS  
PLANTS**

**NEW POMPONS, SINGLES, DECORATIVES, ANEMONES**

● **YELLOW — Cont'd.**

Price Per  
50 Cuttings

- ORDALIA** — Deep golden yellow, semi-incurred DECORATIVE. Excellent keeper. Vigorous and bushy growth. October bloom in the garden. A large pot plant disbud. Oct. 25. **5.00**
- STARLIGHT** — Large yellow DAISY. Improves the growth and production of Starbright. Very durable. Uniform response. A nine-week Yellow Valencia. Recommended April through October in the greenhouse as natural or disbudded spray. Fine spring and fall pot disbud. Oct. 25. **5.00**
- AZTEC** — Intermediate deep yellow SINGLE. Strong, wiry growth and heavy production. Valuable for high temperature flowering. May through October in the greenhouse, August and September in cloth house. Improves existing nine-week yellow daisies in production and quality. Oct. 28. **5.00**
- SAUTERNE** — Intermediate intense yellow SINGLE. Uniform response. Tolerates wide temperature range. Improves production, petallage and quality of Yellow Halo and other yellow daisies. Recommended May through October in greenhouse, August through October in cloth house. Oct. 30. **5.00**
- FLAME GLOW** — A golden orange DAISY of medium size with broad petals and good spray formation. A good addition to the nine-week class and responds well to out-of-season blooming. Nov. 1. **5.00**
- ORANGE BEAUREGARD** — Lively, light orange golden-bronze intermediate POMPON, sport of Beauregard. Valuable for year-around program. In early cloth house or under high temperatures, it is a deep, golden yellow. Growth and response same as parent. Nov. 5. **5.00**
- GONDOLA** — Intermediate yellow SINGLE. Outstanding form and color. Large flower similar to Starbright. Recommended May through October in greenhouse and cloth house. Durable, with fine petallage and substance. Oct. 30. **5.00**
- HONEYMOON** — Large unusually clear yellow SINGLE. Good form. Recommended May and June in greenhouse, August and September in cloth house. Nov. 4. **5.00**
- YELLOW PARAMOUNT** — Intermediate POMPON. Deep yellow sport of Paramount. Same habit as parent. Nov. 23. **5.00**
- YELLOW FORTUNE** — Intermediate POMPON. Deep yellow sport of Fortune. Same habit as parent. Dec. 1. **5.00**
- YELLOW ACCLAIM** — Large formal bright yellow sport of Acclaim. Dec. 5. **5.00**
- YELLOW SNOWCAP** — Large POMPON. Deep lemon-yellow sport of Snowcap. Same habit as parent. Dec. 15. **5.00**

● **BRONZE AND RED**

- BUCKEYE** — Intermediate salmon-bronze POMPON. Dwarf, compact sturdy growth. Striking new color for garden and Mother's Day pot plants. Oct. 8. **5.00**
- MOONMAID** — Intermediate salmon-bronze POMPON. New, useful color. Good growth and production for outdoor cut or late garden variety. Recommended spring and fall flowering. Oct. 14. **5.00**
- TALISMAN** — Intermediate Talisman-bronze DAISY. Color holds well. Recommended April through October in greenhouse, August and September in cloth house. Oct. 20. **5.00**

Price Per  
50 Cuttings

- PARADISE** — Intermediate coral-red SINGLE. Outstanding new color which holds well. April through mid-June in greenhouse, mid-August through October in cloth house. Tall variety. Oct. 20. **5.00**
- PALETTE** — Intermediate dark salmon SINGLE. Heavy petallage, good substance. Fine spring and fall. New pastel shade. Oct. 20. **5.00**
- GAIETY** — Intermediate coral-bronze SINGLE. Good growth and production. An exciting new color that widens the pastel color range in combination with Paradise and Prelude. Especially valuable in spring. Oct. 25. **5.00**
- HILARITY** — Intermediate golden-bronze SINGLE. Small lively colored daisy with wide petals. Tolerates wide range of conditions. Recommended May through October. Lends itself to pot culture. Nov. 1. **5.00**
- FLAME GLOW** — Intermediate golden-orange SINGLE. Fine growth and production. Nov. 5. **5.00**
- CADET** — Intermediate red ANEMONE. Short, compact, free breaking. About size of Gypsy. Recommended as spray but makes useful disbud. Season October through March. Effective at Thanksgiving and Christmas. A pot plant variety. Nov. 14. **5.00**
- ILLINI REDWOOD** — Intermediate red POMPON. Hard, durable, well-formed flower. Very free-flowering. Fine for Thanksgiving. Nov. 25. **5.00**

● **PINK**

- PETRISIAN MAUVE** } Intermediate POMPONS. These are  
**PETRISIAN PINK** } outstanding hybrids for the garden  
**PETRISIAN ROSE** } and spring pot plants. Oct. 5. **7.50**
- SONNET** — Intermediate salmon-pink POMPON. Stocky, compact growth. Adapted to garden. Good spring pot plant. Valuable color in late September cloth house. Oct. 14. **5.00**
- BETTY** — Intermediate light salmon-pink DECORATIVE. Upright cut flower, suitable for gardens. Outstanding color. Oct. 14. **3.50**
- FAIRYLAND** — Intermediate DECORATIVE. Lively pink. Uniform response. Low temperature variety that improves Carolyn Yosick. A spring and fall pot plant. Recommended in early cloth house and as garden variety. Oct. 15. **5.00**
- MAYFAIR** — Intermediate smooth-pink SINGLE. Growth and production surpass Reward. Uniform response. Valuable April through October in greenhouse, July through October in cloth house. Oct. 15. **5.00**
- JESTER** — Intermediate dark orchid-pink SINGLE. Very early variety with free, vigorous growth. Oct. 15. **5.00**
- CITATION** — Intermediate pink POMPON. Dwarf, compact, sturdy growth. Color and growth improves Queen of Pinks. A pot plant disbud. Recommended April through June and in October. One of the best late garden varieties. Oct. 15. **5.00**
- MIRTH** — Intermediate light pink SINGLE. Larger than Reward. Especially valuable April through June. Durable and uniform response July through October in cloth house. Oct. 20. **5.00**
- PRELUDE** — Intermediate coral-pink SINGLE. Clean growth habit. Beautiful pastel effective under artificial light. Recommended April through June and mid-September through October cloth house and greenhouse. Oct. 24. **5.00**

Price Per  
50 Cuttings

- PINKETTE** — Intermediate pink POMPON. A bread-and-butter variety to grow with Keepsake and Gold Coast. Recommended May and June and September and October in the greenhouse, August through October in cloth house. Oct. 25. 5.00
- VOGUE** — Large pink SINGLE. Beautiful form and substance. Valuable June and July. Rigid growth. Improves Ballerina and Soprano. Good in August-September cloth house. Oct. 25. 5.00
- BLUE CHIP** — Intermediate pink DECORATIVE. Vigorous growth, heavy production. Pleasing color. May and June in greenhouse and August through October in cloth house. A good spring pot plant disbud. Nov. 1. 5.00
- LOTUS** — Intermediate pink POMPON. Mary McArthur growth. High quality for shading program. Nov. 3. 5.00
- TEMPO** — Intermediate deep pink DECORATIVE. A nine-week Masterpiece. Rigid stem, hard durable flower. April through June in the greenhouse, August and September in cloth house. Nov. 3. 5.00
- PORTRAIT** — Large pink POMPON. Heavy producer with high-quality flowers. Growth strong, compact with excellent sprays. May be grown anytime ten-week varieties are used. Responds to partial disbudding. Tolerates a lower minimum temperature than Pandora. Excellent pot plant March through December. Nov. 8. 5.00
- PENNANT** — Intermediate pink DECORATIVE. A dark pink Masterpiece. Fine form and substance. Tolerates low temperature. Vigorous growth. April through October in greenhouse, August through October in cloth house. Nov. 10. 5.00
- COVER GIRL** — Light pink intermediate ANEMONE with salmon-pink cushion. Good color and form. Short, compact growth with good production. For cut and pot use. Nov. 10. 5.00
- NOBILITY** — Intermediate light pink SINGLE. Very flat form. Medium to tall with free, easy growth. Recommended May, June, October and November in greenhouse, August through October in cloth house. Nov. 10. 5.00
- CAROLE** — Light pink ANEMONE with salmon-pink cushion. Resembles Majorette but smoother color and more substance. Production above average. Nov. 15. 5.00
- POLKA** — Intermediate pink ANEMONE. Essentially a pot plant but valuable as a spray or disbud. Beautiful form and color. Compact growth. Recommended October through June. Nov. 20. 5.00
- NUGANO** — Intermediate POMPON. Excellent growth and production. A high-quality flower. One of the most important pink pompons for this season. Nov. 20. 5.00
- DARK PINK MAJORETTE** — Intermediate ANEMONE, dark sport of Majorette. Lively, intense color. Same habit as parent. Nov. 20. 5.00
- ILLINI FORMAL** — Intermediate rose-pink POMPON. Fine growth and production. Excellent substance. Flowers for Thanksgiving. Novel form that should be popular. Nov. 23. 5.00
- PINK CLOUD** — Light pink DECORATIVE. Greenish overcast until mature. Fine form and substance. Nov. 25. 5.00
- ARGYLE** — Small pink POMPON. Fine clean growth. Hard flower plus highly acceptable pink shade. An outstanding late pompon. Dec. 10. 5.00
- **STANDARD YELLOW**
- DARK YELLOW CHATTANOOGA** — Deep yellow sport of Chattanooga. Large incurved type with same habit as original variety. Nov. 25. 5.00

## NEW GARDEN VARIETIES

Price Per  
50 Cuttings

• **WHITE**

- OSTOSA** — Solid pure white medium-large POMPON. Vigorous semi-dwarf habit. Very free flowering with good substance. Sept. 25. \$7.50
- LIMELIGHT** — Free and productive solid white POMPON with a greenish cast. Excellent substance and form. Excellent cutting variety. Oct. 5. 7.50
- MARSHMALLOW** — Heavily petalled pure white SINGLE. See listing under greenhouse varieties. Oct. 5. 5.00

• **YELLOW**

- BUTTERCUP (H)** — Large golden yellow incurving bloom. Excellent grower with good foliage. Very free flowering. Oct. 15. 7.50
- SUNSTONE** — Free and vigorous plant produces many soft yellow spoon or spider-like blooms. Somewhat tall growth. Useful for cut and garden decoration. Oct. 8. 7.50
- LEE POWELL** — Large showy golden-yellow DECORATIVE. Oct. 10. 4.50
- SARASOTA** — Lively yellow solid POMPON. Good size and substance. Vigorous and productive. Suitable for cut. Medium tall, Oct. 15. 7.50
- ORDALIA** — Deep gold yellow DECORATIVE. See listing under greenhouse varieties. Oct. 25. 5.00

• **BRONZE AND RED**

- REGINA** — Large blooms of a pleasing coral apricot bronze. Free flowering. Oct. 1. 7.50
- BUCKEYE** — Intermediate salmon-bronze POMPON. See listing under greenhouse varieties. Oct. 8. 5.00
- CALUMET (H)** — Outstanding full DECORATIVE. A lively apricot with luminous glow. Foliage good with free, vigorous growth. Best results when disbudded. Oct. 10. 7.50
- CHOPIN** — Large incurved light bronze with twenty or more blooms to the plant. Strong stems and vigorous semi-dwarf growth. Oct. 15. 7.50
- ARVIS** — Vivid bronze small POMPON. Free growth and good stem. Oct. 15. 7.50
- MOONMAID** — Intermediate salmon bronze POMPON. See listing under greenhouse varieties. Oct. 14. 5.00

• **PINK**

- CORONA (H)** — Outstanding vivid pink daisy shading to wine. Blooms good size and excellent substance. Growth and foliage good. Excellent for cutting and garden decoration. Oct. 5. 7.50
- PETRISIAN MAUVE, PINK AND ROSE** — Intermediate POMPONS. See listing under greenhouse varieties. Oct. 5. 7.50
- SONNET** — Intermediate salmon pink POMPONS. See under greenhouse listing. Oct. 14. 5.00
- BETTY** — Intermediate light salmon-pink DECORATIVE. See under greenhouse listing. Oct. 14. 3.50
- FAIRYLAND** — Intermediate lively pink DECORATIVE. See under greenhouse listing. Oct. 15. 5.00
- CITATION** — Intermediate pink POMPON. See under greenhouse listing. Oct. 5. 5.00

FOR QUANTITY PRICES  
SEE TABLE PAGE 4

## PRICE TABLE

Prices for 50 or multiples of 50 of a variety per shipment are indicated in this table. MINIMUM ORDER 50 OF A VARIETY.

50	100-250	300-450	500-950	1000-2450	2500 Up
7.50	14.25	13.50	12.75	12.00	11.25
5.00	9.50	9.00	8.50	8.00	7.50
4.50	8.55	8.10	7.65	7.20	6.75
3.50	6.65	6.30	5.95	5.60	5.25

This price table is effective until September 1, 1954.

YOUR 1954 *Gloeckner*

"YEAR-AROUND

CHRYSANTHEMUM MANUAL"

WILL BE MAILED SHORTLY

AFTER CHRISTMAS

## GARDEN CHRYSANTHEMUMS

**SPECIAL COLLECTIONS** — for growers who are not familiar with Garden Varieties but who want a well-balanced assortment, we offer the following collections which include the better varieties.

Rooted cuttings of a given number of varieties in any one general group may be ordered as a collection when varieties are not specified. Such collections are priced as follows:

A. 250 r. c. . . . . \$14.25  
50 each of 5 varieties

B. 500 r. c. . . . . \$25.50  
50 each of 10 varieties  
or  
100 each of 5 varieties

C. 1000 r. c. . . . . 48.00  
50 each of 20 varieties  
100 each of 10 varieties  
or  
200 each of 5 varieties

D. 2500 r. c. . . . . 112.50  
50 each of 50 varieties  
100 each of 25 varieties  
250 each of 10 varieties  
500 each of 5 varieties

A COMPLETE LIST OF GARDEN CHRYSANTHEMUMS WILL BE MAILED SEPARATELY